

Do You Do Denplan?

Henry Clover discusses how Denplan can offer practices far more than financial stability.

Denplan practices not only have access to a wide range of payment plans, but also a raft of products and services to help the whole team...

Financial stability

An often cited reason for introducing a payment plan is to help practices stabilise revenue, by offering consistent and regular monthly payments. They encourage regular attendance, by allowing patients to budget for the cost of maintaining their oral health privately.

In addition, by utilising the value-added services offered by Denplan, not only can you maintain patient loyalty, but you also have access to professional advice and the hands-on support to help you develop and grow.

Nationally recognised brand

While a single, independent dental practice can do plenty to create a good name for itself within its community, being associated with a recognised brand gives Denplan practices a significant edge over their competitors. With a strong nationally recognised identity, Denplan is the only dental payment plan that patients can ask for by name. The strength of the Denplan brand, together with our targeted consumer campaigns in association with other consumer brands such as Twentieth Century Fox, Oral-B, Colgate and Philips, means we have the unique ability to drive footfall into your practice!

Patient trends

To ensure your practice is moving in the right direction, Denplan's Online Services provides a secure area from which to access your patient and practice data. Through our Practice Performance Analysis, you can see at-a-glance important indicators such as trends with your current patients, net growth on an annual basis or how much you earn for all patients on each type of payment plan.

Furthermore, through our unique relationship with both the practice and patients, we can advise you if we believe that one of your patients is at risk of cancelling. This early warning alert provides you with the opportunity to engage with the patient to see how you could prevent them from cancelling their Denplan contract.

Training and development

With CPD now a mandatory requirement for all GDC registrants, it's really important that practices utilise helpful services and training to make their lives easier. Denplan's Tailor-made Training days incorporate modules suitable for the whole practice team, as well as offering verifiable CPD. We also regularly run seminars on topics such as Decontamination and CQC Registration to provide details of forthcoming legislation and proposed timelines, as well as how practices can make the most of these opportunities using Denplan's raft of support and services.

The Denplan Excel Accreditation Programme is the only independently validated clinical governance peer assessment programme - allowing you to take a more personal approach to patient communication. It has also now been recognised that Excel Accreditation will be able to provide evidence of compliance with the 16 key CQC Standards for primary dental care.

Marketing Support

Image and marketing are powerful tools when it comes to supporting your practice and growing your business. That's why Denplan has developed a range of marketing materials designed to help promote your practice to the outside world, Not only can your Denplan Consultant provide you with guidance and support with promotional campaigns and strategies, we have also created a suite of marketing materials to support your activities including refer-a-friend poster, referral cards, patient leaflets, flyers, newsletters and letters plus marketing and PR factsheets.

The information above is designed to show just some of the value-added services supplied by Denplan as part of your membership. By utilising these services we can work with you to ensure your practice thrives long into the future!

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About the author

Dr Henry Clover - Deputy Chief Dental Officer

Henry is a former general dental practitioner who converted his own practice to private practice in 1993. With his experience as a Denplan member dentist, he joined Denplan's Professional Services department on a part-time basis in 1998 and full-time in 1999, with responsibility for professional support and member services.

Henry has now been promoted to Deputy Chief Dental Officer and is responsible for the Professional Services team as well as being a member of the Executive Leadership Team, supporting Denplan's motto – 'By Dentists, For Dentists'.